

### **Listing of Claims**

The following listing of claims is intended to supercede all previously filed listings of claims. Changes are shown with deletions in ~~striketrough~~ or in [[double brackets]] and additions underlined.

Kindly enter the following amendments to the claims:

1. **(Currently Amended)** A method implemented by a computer for combining multiple pieces of content to be provided to at least one of a plurality of patrons, the method comprising:

identifying each of the patrons' travel-related activity;

maintaining a database identifying each of the patrons and each patron's corresponding travel-related activity;

matching the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

generating by the computer an individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign;

providing an offer based on said travel-related activities; and

delivering the e-mail to the patron.

2. **(Original)** The method of claim 1, further comprising prioritizing the multiple pieces of content for placement in the e-mail.

3. **(Original)** The method of claim 2, further comprising limiting the number of pieces of content to be provided in the e-mail.

4. **(Original)** The method of claim 3, further comprising eliminating duplicate pieces of content.

5. (Original) The method of claim 2, further comprising sorting the multiple pieces of content into defined categories.

6. (Original) The method of claim 5, further comprising limiting the number of pieces of content to be provided within each of the defined categories.

7. (Currently Amended) A system for combining multiple pieces of content to be provided to at least one of a plurality of patrons, the system comprising:

means for identifying each of the patrons' travel-related activity;

means for maintaining a database identifying each of the patrons and each patron's corresponding travel-related activity;

means for matching the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

means for generating an individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, with each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and

means for delivering the e-mail to the patron.

8. (Original) The system of claim 7, further comprising means for prioritizing the multiple pieces of content for placement in the e-mail.

9. (Original) The system of claim 8, further comprising means for limiting the number of pieces of content to be provided in the e-mail.

10. (Original) The system of claim 9, further comprising means for eliminating duplicate pieces of content.

11. (Original) The system of claim 8, further comprising means for sorting the multiple pieces of content into defined categories.

12. **(Original)** The system of claim 11, further comprising means for limiting the number of pieces of content to be provided within each of the defined categories.

13. **(Currently Amended)** A system for combining multiple pieces of content in an individually personalized e-mail, the system comprising:

a processor programmed to:

identify each of a plurality of patrons and each patron's corresponding travel-related activity;

maintain a database identifying each of the patrons and each patron's corresponding travel-related activity;

match the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

generate the individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and  
a subsystem programmed to deliver the e-mail to the patron.

14. **(Original)** The system of claim 13, the processor being further programmed to prioritize the multiple pieces of content for placement in the e-mail.

15. **(Original)** The system of claim 14, the processor being further programmed to limit the number of pieces of content to be provided in the e-mail.

16. **(Original)** The system of claim 15, the processor being further programmed to eliminate duplicate pieces of content.

17. **(Original)** The system of claim 14, the processor being further programmed to sort the multiple pieces of content into defined categories.

18. **(Original)** The system of claim 17, the processor being further programmed to limit the number of pieces of content to be provided within each of the defined categories.

19. **(Currently Amended)** A system for combining multiple pieces of content in an e-mail, the system comprising:

a content management subsystem, wherein the content management subsystem is adapted to receive content as input and is adapted to deploy the content into a first database;

a datamart subsystem, wherein the datamart subsystem is adapted to extract content from the first database and one or more other databases and is adapted to match a plurality of patrons to a single piece of content, based on each patron's corresponding travel-related activity;

a targeted e-mail application subsystem, wherein the targeted e-mail application subsystem is adapted to merge each single piece of content matched to each of the plurality of patrons, so as to provide individually personalized targeted e-mails, each targeted e-mail having multiple pieces of content for each of the plurality of patrons and each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and

an e-mail vendor subsystem, wherein the e-mail vendor subsystem is adapted to distribute a targeted e-mail to each of the plurality of patrons.

20. **(Previously Presented)** The system of claim 19, wherein the targeted e-mail application subsystem is further adapted to prioritize the multiple pieces of content for placement in the targeted e-mails.

21. **(Previously Presented)** The system of claim 20, wherein the targeted e-mail application subsystem is further adapted to limit the number of pieces of content to be provided in the targeted e-mails.

22. **(Original)** The system of claim 21, wherein the targeted e-mail application subsystem is further adapted to eliminate duplicate pieces of content.
23. **(Original)** The system of claim 19, wherein the targeted e-mail subsystem is further adapted to sort the multiple pieces of content into defined categories.
24. **(Original)** The system of claim 23, wherein the targeted e-mail subsystem is further adapted to limit the number of pieces of content to be provided within each of the defined categories.
25. **(Previously Presented)** The method of claim 1, said maintaining further comprising maintaining a database identifying each of the patrons' travel-related behavior; and said matching further comprising matching the multiple pieces of content to the patron based on the patron's travel-related behavior.
26. **(Previously Presented)** The method of claim 25, wherein the patrons' travel-related behavior identified includes at least one of flight behavior and website behavior.
27. **(Previously Presented)** The system of claim 13, the processor being further programmed to:  
maintain a database identifying each of the patrons' travel-related behavior; and  
match the multiple pieces of content to the patron based on the patron's travel-related behavior.
28. **(Previously Presented)** The system of claim 19, wherein the datamart subsystem is further adapted to match a plurality of patrons to a single piece of content based on patrons' travel-related behavior.
29. **(Previously Presented)** The method of claim 1, further comprising the step of analyzing each of the patrons' travel-related activity.

**30. (Previously Presented)** The method of claim 1, wherein the travel-related activity is provided by the patron.

**31. (Previously Presented)** The method of claim 1, wherein the travel-related activity includes at least one of flight behavior, website behavior and program status.